

HEIKO POLINSKI

Product Design Engineer

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HIGHLIGHT OF SKILLS

Product designer with six years of experience across EdTech, event management, and AI infrastructure. I work across design, marketing, and code, using AI-assisted workflows to move from customer signal to shipped interface. I do my best work in small teams, collaborating directly with founders and engineers to turn ambiguous specs into tested, production-ready designs.

- Co-own product design and marketing at CloudRift, an AI infrastructure startup, working directly with the CEO and founding engineers.
- Founded UX Design Den BC and took leadership roles at ADPList and the Interaction Design Foundation: 891+ attendees across 17 events since landing in Vancouver in 2024.
- Led the end-to-end product design for berry2b's SaaS platform for recruiters, increasing conversion rates by 20% in 4 months.

TECHNICAL PROFICIENCIES

- Figma
- Adobe Photoshop & Illustrator
- Adobe InDesign & After Effects
- Miro & Balsamiq
- HTML, CSS, JavaScript
- WordPress & Webflow
- Claude & Claude Code
- ChatGPT & Gemini
- ComfyUI & Midjourney
- Zapier, Make, Relevance AI
- Google Analytics & Hotjar
- Notion & Microsoft M365 Suite

AREAS OF EXPERTISE

- End-to-End Product Design
- User Research & Testing
- Wireframing & Prototyping
- Workshop Facilitation
- Design Systems
- Accessibility & WCAG 2.1
- Presentation Design
- Stakeholder Collaboration
- Responsive Web Design
- Analytics & Reporting
- Content Design & Copywriting
- Service Design Methodology

WORK EXPERIENCE

Product Design & Marketing

CloudRift - Remote (Vancouver, BC)

2025 – Present

AI infrastructure startup turning datacenters into sovereign AI cloud offerings. SOC 2 certified, NVIDIA Inception member.

- Designed and shipped a multi-channel marketing automation system that scans Gmail, Slack, and Discord, classifies customer signals with Claude, and routes feature requests into the product roadmap.
- Rebuilt the CloudRift landing site anchored on a Figma design system, kept in sync with code through a Claude and Figma MCP workflow.
- Designed the UI and UX concept for Emmy, the company's open source AI compiler, from engineering specs through prototype review with the founding engineers.
- Own the full marketing cadence: social channels, newsletter, cold outreach sequences, and partner communications.

UX Designer

berry2b GmbH - Lüneburg, Germany

10/2019 – 11/2024

German-based B2B EdTech startup connecting over 100,000 high school students with 500+ recruiters to create early career opportunities, supported by the European Union's funding program for social innovation.

- Led the end-to-end product design of an Angular-based SaaS solution for recruiters, increasing conversion rates by 20% in 4 months.
- Managed WordPress websites, implementing SEO best practices and optimizing performance to improve search visibility, retention, and site speed.
- Conducted UX research with diverse populations via surveys, usability testing, observational studies, and user interviews to gather actionable insights.
- Conducted in-person and remote usability testing for product prototypes to validate design decisions and improve user experience.
- Facilitated participatory UX workshops, fostering collaboration and creating user-driven designs.
- Shaped and refined the company's brand identity, aligning visual elements with strategic goals to achieve a consistent visual style across all touchpoints.
- Designed and delivered print and digital visual assets, including brochures, banners, magazine and newspaper ads, social media graphics, and email marketing materials, using Adobe Creative Suite.

Web Design Lead

RADvertise Advertising Services Inc. - Cainta, Philippines

02/2021 – 01/2023

- Managed e-commerce and web development projects on platforms like WordPress, Shopify, and Webflow.
- Worked with a global team across multiple time zones to deliver results in a collaborative environment.
- Supported diverse client needs, including branding and marketing for businesses in the Philippines, Saudi Arabia, and the US.

Event Manager

Campus Management GmbH - Lüneburg, Germany

02/2012 – 07/2016

German-based B2C Student Services and Event Management Agency with 100+ employees, operating since 1993, recognized with multiple awards for social innovation.

- Managed diverse events, including festivals, concerts, and parties with up to 2000 attendees, enhancing engagement and driving repeat business.
- Coordinated logistics, vendor relations, and stakeholder engagement to ensure seamless event delivery.

Graphic Designer & Web Designer

Freelance @ Heiko Heilig Design - Germany & International

04/2019 – Present

- Designed and launched WordPress websites for international clients, including law firms, e-commerce businesses, and personal coaches.
- Designed and delivered visual assets, landing pages, and marketing materials for small businesses, NGOs, law firms, and startups across Germany and Canada.
- Implemented lead capture automation using tools like Zapier and Make, increasing client conversion rates.
- Resolved technical issues for clients across WordPress, Webflow, and Squarespace platforms, enhancing website performance.

EDUCATION & CERTIFICATIONS

Master of Arts, Culture, Arts & Media

Major: Digital Cultures, Leuphana University - Lüneburg, Germany

Bachelor of Arts, Media & Communication Studies

Major: Human-Computer-Interaction, University of Passau - Passau, Germany

Associate's Degree, Certified Event Manager

Certified by the German Chamber of Industry and Commerce (IHK)

Local Leader Vancouver Chapter

Interaction Design Foundation, issued: 12/2024

Service Design Certificate

Interaction Design Foundation, issued: 01/2025